



Sharing Progress
in Cancer Care



**ANNUAL
SOCIAL
REPORT
2023**

Sharing Progress in Cancer Care (SPCC)

is pleased to present its Annual Social Report 2023, offering a comprehensive overview of efforts to promote positive change in the Cancer Care Continuum.

Throughout the year, we have achieved remarkable progress in providing a wealth of educational programmes and initiatives to healthcare professionals and oncologists, underpinning our commitment to excellence in cancer care.

This report showcases the fruitful collaborations between SPCC and a distinguished network of experts, leading institutions, and associations throughout 2023.

It encompasses an array of educational sessions and events that span a wide spectrum of topics, including cutting-edge treatments, the application of artificial intelligence in oncology, advancements in data-driven cancer care, effective cancer pain management strategies, and much more.

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MESSAGE FROM THE PRESIDENT

As President of SPCC, I am proud to reflect on the accomplishments of the past year, 2023. Our independent non-profit organisation has remained steadfast in its commitment to **advancing knowledge and information in the Cancer Care Continuum**. Through collaborative efforts with Pharmaceutical and Life Sciences Companies, as well as Institutional Partners worldwide, we have facilitated numerous **physical and virtual events aimed at educating healthcare professionals, stakeholders, and patients**. These initiatives not only foster global collaboration but also ensure that the cancer community stays abreast of major changes, improvements, and innovations within the continuum of care. As we move forward, SPCC will continue to strive for an even greater **educational impact**, furthering our **mission to enhance cancer care on a global scale**.



Dr Matti Aapro

President,
SPCC

MESSAGE FROM THE CEO

SPCC provides independent, transparent, and effective dialogue between institutions, industry, associations, and individuals to help share and promote progress and innovation in the Cancer Care Continuum worldwide. Our institutional activity started in early 2020, just before Covid-19. During the pandemic, we conducted **educational projects and initiatives** through our digital learning platform, OncoCorner and our online independent magazine, Cancerworld. Our fifth year as a non-profit association, was particularly busy with engagement and collaborations to **advance our strategic goals and develop the SPCC digital community and our partnerships on a global level**. In 2023 we also resumed in-person events, fostering collaboration throughout the oncology community. By bringing together skills, knowledge, and resources, we aim to positively impact on the quality of care and life of cancer patients and their relatives.



Pietro Presti, MBA, PhD

Chief Executive Officer,
SPCC



OUR MISSION

SPCC promotes both multiprofessional and multidisciplinary dialogue, understanding, and collaboration as well as the sharing, integration and implementation of the knowledge among all stakeholders across the Cancer Care Continuum, listening and answering to patients' diverse needs across continents.

“

Improving innovation and progress in order to facilitate the advancement of best practices and their widespread adoption worldwide across the Cancer Care Continuum.

SUSTAINING MEMBERS 2023

SPCC extends its heartfelt thanks to all sustaining members, whose steadfast support is the cornerstone of our success and impact. Your enduring commitment enables us to reach our goals and make a difference in the cancer community.

Platinum Sponsors



Gold Sponsors



Silver Sponsors



PARTNERSHIPS

We express our sincere appreciation to the partner organisations that play, and have played, a crucial role in our collaborative efforts over the years.



COLLABORATIONS



SPCC is committed to cooperate with stakeholders and associations from all perspectives, all continents, respecting each other's priorities within an ethical approach.



Founded by SPCC-Switzerland at the end of 2023, the **SPCC EUROPE Foundation** is an **independent non-profit entity based in Warsaw, Poland**, that works at **European level in the field of Cancer Care Continuum education.**

A light blue map of Europe is shown in the background. A small blue pin icon is placed over the location of Warsaw, Poland, with the text 'Warsaw, Poland' written next to it.

Warsaw, Poland

The main purpose of the new SPCC EUROPE Foundation is to **collaborate with European partners and stakeholder on training and education activities, as well as dissemination, through European-funded projects** to share and integrate knowledge and information on **scientific progress, innovation and best practices in the Cancer Care Continuum** from prevention to early diagnosis, treatment, clinical research and support after treatment.

SPCC EUROPE Foundation cooperates with institutions, organisations, academia, and companies to **ensure quality and up-to-date cancer education, with the support of the best experts, to bring maximum value to European-funded initiatives** related to innovation and progress in cancer care.

PROJECTS and EVENTS



Sharing Progress
in Cancer Care



+ 8000 HCPs from more than **140 countries**

TOPICS

- Artificial Intelligence
- Breast Cancer
- Cancer & Covid
- Cachexia and Sarcopenia
- Efficiency in Cancer Care
- Data Driven
- Genomics
- Geriatric Oncology
- Nutrition
- Haemato-Oncology
- High Grade Lymphoma
- Lung Cancer
- Molecular Diagnostics
- Digital Pathology
- Pain Treatment
- Precision Testing
- Supportive Care
- Telemedicine

CME ACCREDITATION

The educational sessions are accredited by the Accreditation Council of Oncology in Europe (ACOE)

IMPACT ASSESSMENT

The efficacy of each activity is tracked through a dedicated educational impact monitoring system

OncoCorner in 2023

CONNECTION MODE

1879 Total Learners



GENDER



NATIONALITY

Mexico	6,89%
Italy	6,81%
Portugal	6,01%
United Kingdom	5,45%
Vietnam	5,37%
India	4,01%
Switzerland	3,93%
Romania	3,37%
Israel	2,56%
France	2,40%

SPECIALTY

Nutrition in Oncology	19,04%
Medical Oncology	10,80%
Other	7,68%
Clinical Oncology	7,52%
Industry	5,92%
Radiation Oncology	4,96%
Surgery	4,16%
Haemato-Oncology	3,36%
Pharmacy / Pharmacology	3,20%
Academic Research	2,88%



AI, Technology & Innovation

ARTIFICIAL INTELLIGENCE IN CANCER CARE

Medicine involves various sciences and requires balancing the importance of treating a disease with the values of the individual. Artificial Intelligence, with its analytical power, surpasses our capacity for immediate analysis, especially when integrated with big data in clinical cancer research. This integration offers unprecedented opportunities, demanding robust computational resources. Artificial intelligence has the potential to transform cancer research by advancing diagnostics, digital pathology, and drug discovery through machine learning. Despite promising improvements in diagnosis, prognosis, and therapy, challenges like biases in training data, and data heterogeneity need addressing.

EDUCATIONAL DESIGN

ONLINE SYMPOSIUM | 25 May 2023
on the OncoCorner e-learning platform



FACULTY

Chairs: Aleksandra Filipovic, UK – Dimitris Kalogeropoulos, UK

 **CME ACCREDITED** 4 CME credits were granted by Accreditation Council of Oncology in Europe (ACOE)

An **ARTICLE** published in Cancerworld magazine



ONLINE SYMPOSIUM PARTICIPATION

127 Total Learners

Registered Participants: 205



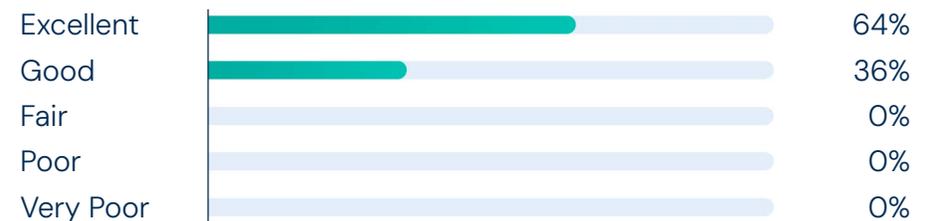
35 Live

On-demand **92**

Participants representing more than **35 specialities**.

Participants from **65 countries** around the world, including Albania, Belgium, Czech Republic, France, Georgia, India, Ireland, Italy, Malaysia, Mexico, Nigeria, Poland, Romania, Switzerland, United Kingdom.

ONLINE SYMPOSIUM SATISFACTION RATE





AI, Technology & Innovation

SPCC and All.Can Project

DATA DRIVEN CANCER CARE FOR BETTER OUTCOMES

Starting from the major outcomes of the “Improving efficiency in cancer care: 2020–2021” project, held in collaboration with All.Can and SDA Bocconi School of Management, SPCC organised with All.Can an educational project for 2023 focusing on the essential role of data in cancer care to improve outcomes across the Cancer Care Continuum (from screening to diagnosis, from treatment and care to follow-up and survivorship).

EDUCATIONAL DESIGN

4 LIVE WEBINARS  CME ACCREDITED
on the OncoCorner e-learning platform 



Sharing Progress
in Cancer Care



WEBINARS PROGRAMME

A data-driven approach to improve diagnosis

FACULTY – Chair: Mark Lawler, UK
Experts: Sarah Hershey, US – Debbie Keatley, UK – Nicola Normanno, IT – Patrycja Rzadkowska, PO

Toward a data-enabled cancer screening programme

FACULTY – Chair: Vivek Muthu, UK
Experts: Ricardo Baptista Leite, PT – Roderick van den Bergh, NL

Evidence standards for conditional approval of targeted therapies

FACULTY – Chair: Francesco Pignatti, UK
Experts: Angelo R. de Claro, US – Douwe Postmus, NL

The role of data in targeted therapies for cancer

FACULTY – Chair: Matt Hickey, UK
Experts: Anthony J. Paravati, US – Peter Pitts, US



WEBINAR PARTICIPATION

126 Total Learners

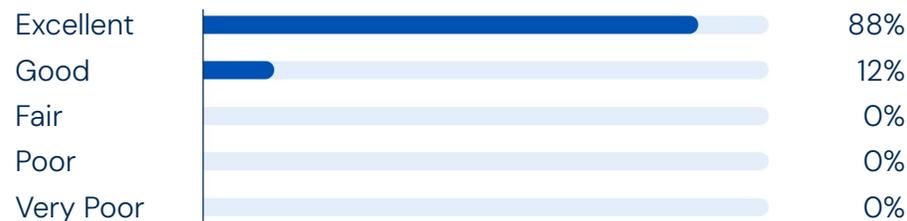


66 Live

On-demand 60

Participants from more than **40 countries** around the world.

WEBINAR SATISFACTION RATE





MOLECULAR DIAGNOSTICS, GENOMICS IN CANCER ONLINE COURSE 2023

Following the success of the course "Molecular diagnostics, genomics in breast cancer 2021", which had more than 2200 registrations and 700 participants connected live from more than 100 countries, SPCC was pleased to propose a second edition in 2023 focusing on:

Breast Cancer: pathology, molecular and multigene testing, clinical decision making with tests and clinical case discussion

Other Cancers: markers for tailored treatment and clinical discussion on applicability and guidance from experts with live audience discussion

ONLINE COURSE | 24-25 November 2023
DAY 1 – Breast and gynaecological cancer
DAY 2 – Other cancers



FACULTY

Chairs: Matti Aapro, CH – Joseph Gligorov, FR –
Frederique Penault-Llorca, FR



5 CME credits were granted by Accreditation Council of Oncology in Europe (ACOE)



ONLINE COURSE PARTICIPATION

248 Total Learners

Registered Participants: 325



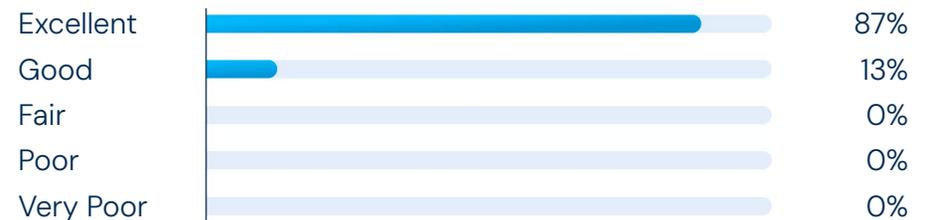
152 Live

On-demand **96**

Participants representing more than **35 specialities**.

Participants from **82 countries** around the world, including Albania, Azerbaijan, Belgium, Bulgaria, France, India, Ireland, Italy, Nigeria, Pakistan, Portugal, Russian Federation, Spain, Switzerland, United Kingdom.

ONLINE COURSE SATISFACTION RATE





Geriatric Oncology

Held in collaboration with



SPCC AND SIOG JOINT EDUCATIONAL PROJECT ON GERIATRIC ONCOLOGY

SPCC (Sharing Progress in Cancer Care) and SIOG (International Society of Geriatric Oncology) organised a project focused on geriatric oncology.

Medical practices and knowledge are continuously and rapidly evolving. New diagnostics tests, therapies, and recommendations are always added to the market and studies are constantly performed to reassess relative efficacies of current treatment options. Continuing education addresses these issues in order to keep clinicians up-to-date on new information, as well as reinforce quality information. Patients also have ongoing educational needs related to health literacy and understanding treatment options.

EDUCATIONAL DESIGN

4 PODCASTS

on the OncoCorner e-learning platform



4 LIVE WEBINARS



on the OncoCorner e-learning platform



PODCASTS PROGRAMME

Bone health in the elderly cancer patient



FACULTY – Chair: Matti Aapro, CH
Expert: Robert Coleman, UK

Breast cancer in elderly patients



FACULTY – Chair: Nicolò Matteo Luca Battisti, UK
Expert: Jasmin Waterhouse, UK

Management of non-melanoma skin cancer in older patients



FACULTY – Chair: Agata Rembielak, UK
Expert: Iris Zalaudek, IT

Right and wrong in nutrition of elderly patients



FACULTY – Chair: Maurizio Muscaritoli, IT
Expert: Megan Pattwell, UK

PODCAST PARTICIPATION

50 Total Learners

WEBINARS PROGRAMME

Optimal surgical management of geriatric patients

FACULTY – Chair: Isacco Montroni, IT
Experts: Riccardo A. Audisio, SE – Nicole M. Saur, US

High-risk haematological malignancies in older adults, with emphasis on multiple myeloma

FACULTY – Chair: Tanya M. Wildes, US
Experts: Nina Neuendorff, GE – Ashley E. Rosko, US

Ovarian cancer treatment for older women: tailoring care and examining new agents

FACULTY – Chair: Lucy Dumas, UK
Experts: Stuart Lichtman, US – William P. Tew, US

Control of emesis: not only a QOL question in elderly patients

FACULTY – Chair: Florian Scotté, FR
Experts: Etienne Brain, FR – Maryam Lustberg, US



WEBINAR PARTICIPATION

198 Total Learners



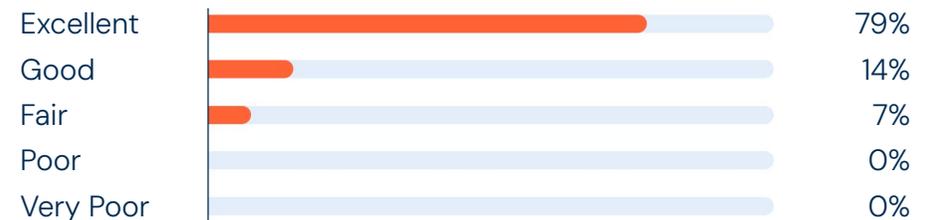
150 Live

On-demand 48

Participants representing more than **40 specialities**.

Participants from **25 countries** around the world.

WEBINAR SATISFACTION RATE





Nutrition

SARCOPENIA – A MISSED FACTOR IN THE MANAGEMENT OF PATIENTS UNDERGOING ACTIVE ANTICANCER TREATMENT?

This session aimed to shed light on a critical yet often overlooked aspect of cancer care – the impact of sarcopenia on patients undergoing active anticancer treatments. Sarcopenia, characterised by the progressive loss of muscle mass and strength, poses significant challenges in the comprehensive care of cancer patients. As medical professionals increasingly recognise the intricate relationship between sarcopenia and cancer outcomes, it becomes imperative to address this factor in the management strategies for individuals actively undergoing anticancer treatments.

EDUCATIONAL DESIGN

LIVE WEBINAR  **CME ACCREDITED**

on the OncoCorner e-learning platform

FACULTY

Chair: Alessandro Laviano, IT

Experts: Vanessa Fuchs-Tarlovsky, MX –

François Goldwasser, FR



WEBINAR PARTICIPATION

448 Total Learners



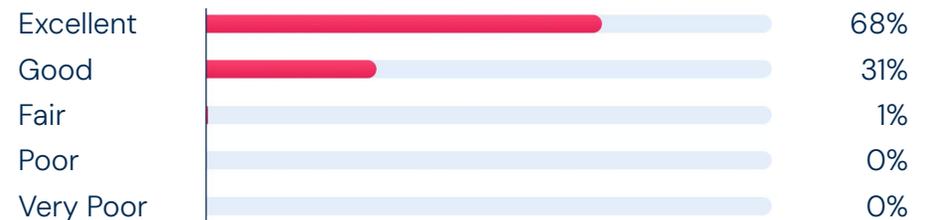
315 Live

On-demand **133**

Participants representing **40 specialities**.

Participants from **75 countries** around the world.

WEBINAR SATISFACTION RATE





CANCER & COVID: PREVENTION AND TREATMENT INCLUDING MONOCLONAL ANTIBODIES (MOABS)

The COVID-19 pandemic has profoundly impacted cancer patient care globally, with therapy significantly affected by isolation measures. Cancer patients face heightened risks from both restricted treatment access and potential SARS-CoV-2 infection. Vaccines offer limited protection due to compromised immune responses, while monoclonal antibodies emerge as promising tools for prevention and treatment, potentially reducing COVID-19 incidence and severity in this vulnerable population. Studies indicate their efficacy in long-term protection against the virus.

EDUCATIONAL DESIGN

An online **TASK FORCE**

A **SCIENTIFIC POSITION STATEMENT**
published in Cancerworld magazine



3 LIVE WEBINARS  **CME ACCREDITED**
on the OncoCorner e-learning platform



SCIENTIFIC REPORTS summarising the outcomes
of each webinar, published in Cancerworld magazine



WEBINARS PROGRAMME

COVID and haematological malignancies

FACULTY

Chair: Carsten Bokemeyer, DE
Experts: Carsten Utoft Niemann, DK –
Emanuele Zucca, CH

[Cancerworld Report](#)

Treatment of COVID complications

FACULTY

Chair: Giovanni Di Perri, IT
Experts: Alfredo Addeo, CH – Marco Cavaleri, NL –
Justin Stebbing, UK

[Cancerworld Report](#)

How did COVID impact healthcare and cancer patients?

FACULTY

Chair: Aleksandra Filipovic, UK
Experts: Christian Rolfo, US – Antonio Voza, IT

[Cancerworld Report](#)



WEBINAR PARTICIPATION

133 Total Learners



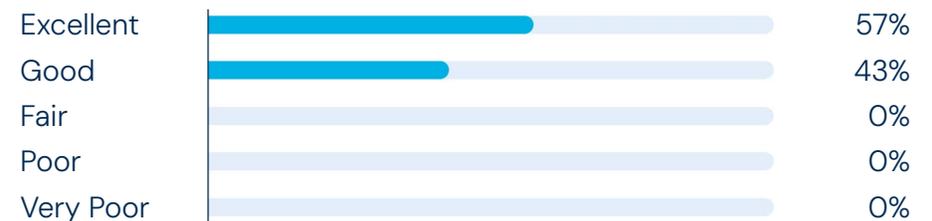
71 Live

On-demand 62

Participants representing more than **20 specialities**.

Participants from more than **30 countries** around the world.

WEBINAR SATISFACTION RATE





THE ASSESSMENT AND IMPACT OF CANCER PAIN ON PATIENTS' OUTCOMES

This session aimed at enhancing the quality of cancer pain management. The goal was to provide a deeper understanding of how to effectively address cancer pain in patients. By engaging oncologists, surgeons, nurses, and patient advocates, we strived to significantly contribute to the improvement of cancer pain management and, consequently, the overall well-being of individuals battling cancer.

EDUCATIONAL DESIGN

LIVE WEBINAR CME ACCREDITED

on the OncoCorner e-learning platform

FACULTY

Chair: Luzia Travado, PT

Experts: Paolo Bossi, IT – Bart Morlion, BE



WEBINAR PARTICIPATION

58 Total Learners



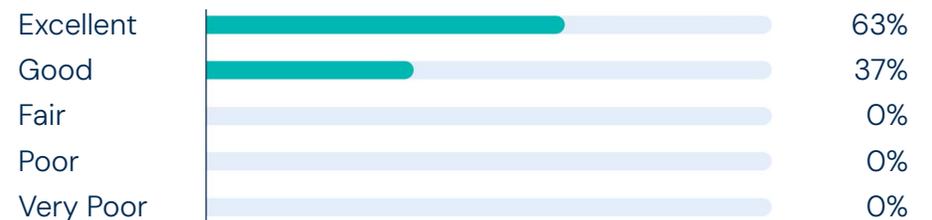
38 Live

On-demand 20

Participants representing more than **30 specialities**.

Participants from more than **40 countries** around the world.

WEBINAR SATISFACTION RATE





CANCER PAIN ACADEMY

The Cancer Pain Academy, a free of charge in-person course held in Rome on 13-14 December 2023, aimed at creating an interactive programme dedicated to oncologists, surgeons, nurses, patient advocates, radiologists, anaesthesiologists, and pharmacists to help improve the quality of cancer pain management and to deepen the holistic approach in this care with the points of view of different experts.

The event envisaged the participation of selected attendees through application. Following the in-person course, educational on-demand materials have been made available free of charge via the OncoCorner e-learning platform.

EDUCATIONAL DESIGN

COURSE | 13-14 December 2023 [↗](#)

FACULTY – Chairs: Matti Aapro, CH – Sam Ahmedzai, UK – Johan de Munter, BE

CME ACCREDITED **7 CME credits** were granted by European Accreditation Council for Continuing Medical Education (EACCME), an institution of the European Union of Medical Specialists (UEMS)

ON-DEMAND MATERIALS available free of charge [↗](#)
on OncoCorner in English, Spanish, Portuguese, and Chinese

SUMMARISING REPORT available soon on OncoCorner [↗](#)



COURSE PARTICIPATION

72 Total Learners



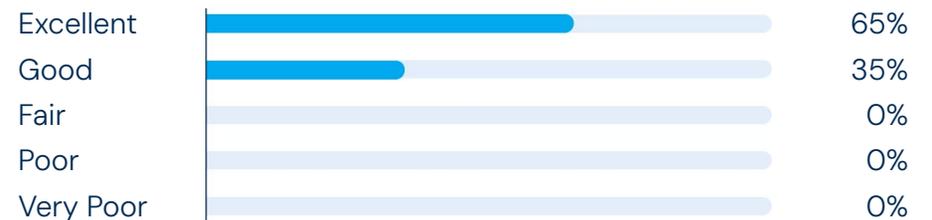
42 In-person

On-demand 30

Participants representing more than **25 specialities**.

Participants from more than **20 countries** around the world.

COURSE SATISFACTION RATE





Tumour sites

UNMET MEDICAL NEEDS IN METASTATIC HER2+ BREAST CANCER

HER2-positive breast cancer represents a distinctive subtype with its own set of complexities, and despite significant advancements in treatment, there remain gaps in achieving optimal outcomes for patients facing metastatic disease. This webinar assembled leading experts and thought leaders to delve into the nuanced aspects of unmet medical needs, from therapeutic strategies and emerging research to patient-centered care. The session aimed at navigating through the latest developments, sharing insights, and engaging in discussions about potential breakthroughs that could reshape the landscape of care for individuals affected by metastatic HER2+ breast cancer.

EDUCATIONAL DESIGN

LIVE WEBINAR



on the OncoCorner e-learning platform



FACULTY

Chair: Joseph Gligorov, FR

Experts: Giuseppe Curigliano, IT – Katarzyna Jerzak, CA



WEBINAR PARTICIPATION

65 Total Learners



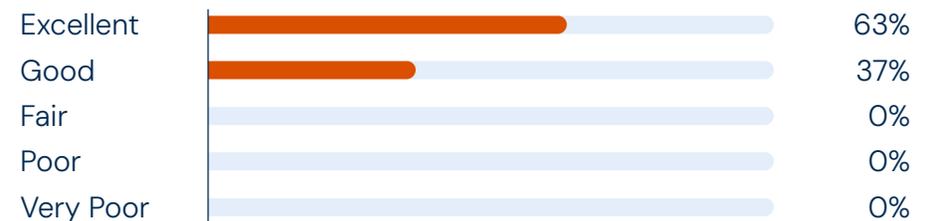
40 Live

On-demand 25

Participants representing more than **25 specialities**.

Participants from more than **35 countries** around the world.

WEBINAR SATISFACTION RATE





Tumour sites

ADVERSE EVENTS MANAGEMENT AND INTERSTITIAL LUNG DISEASE (ILD) DETECTION

Interstitial Lung Disease (ILD) is an issue for many cancers and cancer treatments. With the development of immunotherapies, it has become a focus of attention, but it is an historical issue related to radiation, busulfan and bleomycin. Many treatments in various disease areas have ILD as a potential toxicity. Early diagnosis is crucial to avoid irreversible damage or even death of the patient.

EDUCATIONAL DESIGN

ONLINE COURSE | 31 March – 01 April 2023
on the OncoCorner e-learning platform



FACULTY

Chairs: Alfredo Addeo, CH – Aleksandra Filipovic, UK



CME ACCREDITED

4 CME credits were granted by Accreditation Council of Oncology in Europe (ACOE)



ONLINE COURSE PARTICIPATION

126 Total Learners

Registered Participants: 137



60 Live



On-demand 66

Participants representing **30 specialities**.

Participants from **45 countries** around the world, including Belgium, Brunei, Denmark, France, India, Italy, Portugal, Romania, Switzerland, The Netherlands.

ONLINE COURSE SATISFACTION RATE





Tumour sites

BREAST CANCER HIGHLIGHTS FROM MAJOR ONCOLOGY CONGRESSES 2023 – Webinar series

SPCC repeated its “Breast cancer highlights from major congresses” initiative in 2023, following successful webinars in 2021 and 2022 with global participation. Renowned experts extracted treatment highlights from key breast cancer congresses, aiming to raise awareness about advancements in early and advanced breast cancer treatment.

WEBINARS PROGRAMME



What is possibly practice changing after St. Gallen International Breast Cancer Conference 2023

FACULTY – Chair: Matti Aapro, CH
Experts: Fatima Cardoso, PT – Maria-João Cardoso, PT – Nadia Harbeck, DE – Philip Poortmans, BE

Breast cancer highlights from ASCO Annual Meeting 2023

FACULTY – Chair: Shani Paluch-Shimon, IL
Experts: Fatima Cardoso, PT – Nadia Harbeck, DE

Breast cancer highlights from the ESMO Congress 2023

FACULTY – Chair: Fatima Cardoso, PT
Experts: Nadia Harbeck, DE – Shani Paluch-Shimon, IL

Breast cancer highlights from San Antonio Breast Cancer Symposium 2023

FACULTY – Chair: Nadia Harbeck, DE
Experts: Fatima Cardoso, PT – Shani Paluch-Shimon, IL

WEBINAR PARTICIPATION

426 Total Learners

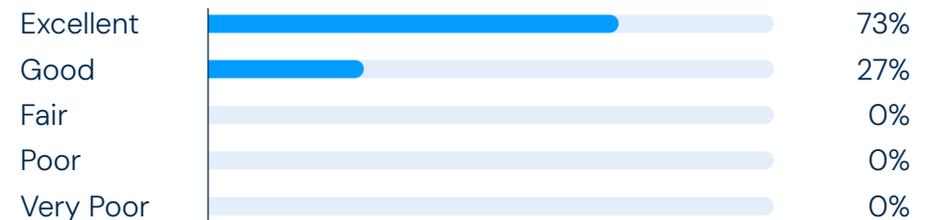


209 Live

On-demand 217

Participants from more than **60 countries** around the world.

WEBINAR SATISFACTION RATE





Tumour sites

LUNG CANCER HIGHLIGHTS FROM MAJOR ONCOLOGY CONGRESSES 2023 – Webinar series

The landscape of thoracic malignancy treatment has evolved rapidly, offering new options with significant benefits for patients. Keeping pace with the expanding treatment options and constant influx of data can be challenging. Educational webinars play a vital role in summarising, digesting, and interpreting the latest updates from major international events, ensuring healthcare professionals stay informed and up-to-date.

WEBINARS PROGRAMME



Lung cancer highlights from the 2023 World Conference on Lung Cancer [↗](#)

FACULTY – Chair: Alfredo Addeo, CH
Experts: Nandini Menon, IN – Jarushka Naidoo, IE

Lung cancer highlights from the ESMO Congress 2023 [↗](#)

FACULTY – Chair: Christian Rolfo, US
Experts: Clarissa, BR – Natasha B. Leigh, CA



WEBINAR PARTICIPATION

70 Total Learners

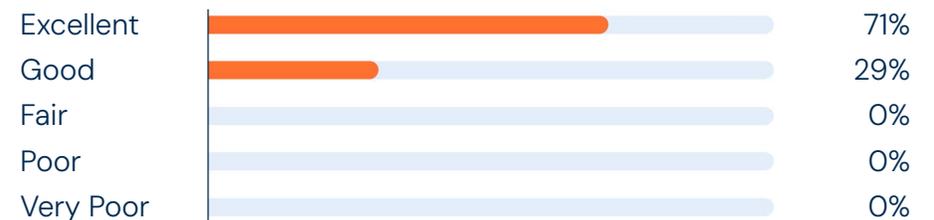


25 Live

On-demand 45

Participants from more than **35 countries** around the world.

WEBINAR SATISFACTION RATE



Lisbon – 8 November 2023

In 2020/2021 SPCC and Pfizer collaborated on the “Improving Care of Metastatic Breast Cancer (MBC) Patients in Europe – 2020/2021 RFP” Project.

The purpose of the initiative, sponsored by Pfizer in partnership with SPCC, was to encourage institutes to submit proposals describing concepts and ideas **to improve the quality of care of metastatic breast cancer patients in health systems, cancer care centres or networks**. The RFP sought to provide funding to projects that were aimed at helping health care providers deliver the best treatment to each patient at the optimal time.

The RFP attracted 56 projects from all over Europe. From these, an independent review panel, established by SPCC, selected the seven winners, which were awarded grants for a total of \$1.5 million USD.

Given the crucial importance of the projects, a one-day event has been organised in Lisbon to bring together representatives of the seven winning institutes to present a summary of their work.

The Quality of Care Improvement in MBC Patients Investigators Meeting was held in Lisbon on the eve of the ABC7 Consensus Conference (9-11 November 2023) organised by ABC Global Alliance and chaired by Dr Fatima Cardoso.

WINNING PROJECTS

Supporting shared decision-making and communication in metastatic breast cancer: the ShareView project
by SDA Bocconi, Italy

Enhancing therapy adherence among patients with metastatic breast cancer
by the European Institute of Oncology, Italy

Care improvement for metastatic breast cancer patients treated with PARP-inhibitors (CAMPA)
by the Klinikum der LMU München, Klinik und Poliklinik für Frauenheilkunde und Geburtshilfe, Brustzentrum, Germany

Europa Donna advocacy for quality of care improvement in patients with MBC
by EUROPA DONNA – The European Breast Cancer Coalition, Italy

Health care disparities in culturally diverse, special needs, and disadvantaged populations – bridging the gap
by Hadassah University Hospital, Israel

comPrehensive mANagement plan for metastatic breast CancEr pAtients – PANACEA (application)
by Stowarzyszenie Różowy Motyl, Poland

ABC4Nurses: quality of care improvement in metastatic breast cancer patients
by the European Oncology Nursing Society (EONS), Belgium

IMPROVING CARE OF EARLY BREAST CANCER (EBC) PATIENTS IN EUROPE – 2023/2024 RFP PROJECT – CALL FOR GRANTS

Other
Activities

SPCC and Eli Lilly and Company collaborated to seek grant proposals in support of improving care of early breast cancer patients.

The RFP aimed to convene healthcare professionals and innovative organisations to identify gaps in the treatment of Early Breast Cancer and develop strategies to enhance care and address those gaps.

SPCC and Eli Lilly and Company pledged to finance the two winning projects that will conduct in-depth analyses to identify quality and performance gaps in the treatment of Early Breast Cancer, understanding the needs of the individuals targeted by the intervention.

The initiative attracted interest from 14 projects (from Germany, Italy, Poland, Portugal, Spain, Switzerland). From these, an independent review panel established by SPCC selected the two winners, which were awarded grants for a total of \$ 500,000 USD.

WINNING PROJECTS

Development and testing of a patient's decision aid for breast cancer at an early stage: a new tool to promote patient's engagement in their healthcare process

by IEO European Institute of Oncology IRCCS, Italy

Care improvement for early breast cancer patients treated with oral tumor therapy (CarEoTT)

by LMU University Hospital, Germany

THE PANEL OF EXPERT REVIEWERS

- **Luis Costa**, Hospital Santa Maria and Universidade de Lisboa, Lisbon, Portugal
- **Amanda Drury**, EONS Board, Chair of the Research Working Group, Dublin, Ireland
- **Martina Fontana**, EUROPA DONNA Policy and Research Officer, Milan, Italy
- **Joseph Gligorov**, Hospital Tenon Ap-Hp, Paris, France
- **Nadia Harbeck**, Breast Center, LMU University Hospital, Munich, Germany
- **Roberto Orecchia**, IEO European Institute of Oncology IRCCS, Milan, Italy
- **Frederique Penault-Llorca**, Jean Perrin Center, Clermont-Ferrand, France
- **Isabel T. Rubio**, Breast Surgical Unit, Clínica Universidad de Navarra, Madrid, Spain

The initiative is now entering the period of performance facilitating the execution of the two winning programmes, scheduled for completion by December 2025.

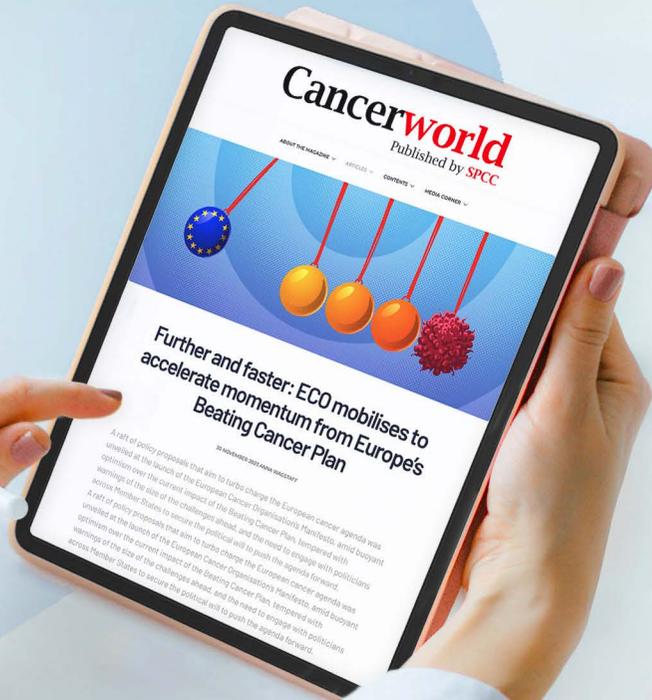
SPCC BLENDED PLATFORM



Sharing Progress
in Cancer Care

Cancerworld

Published by **SPCC**



In 2023 Cancerworld published:

35 featured articles

46 news

15 supported contents

11 voices

6 partnerships

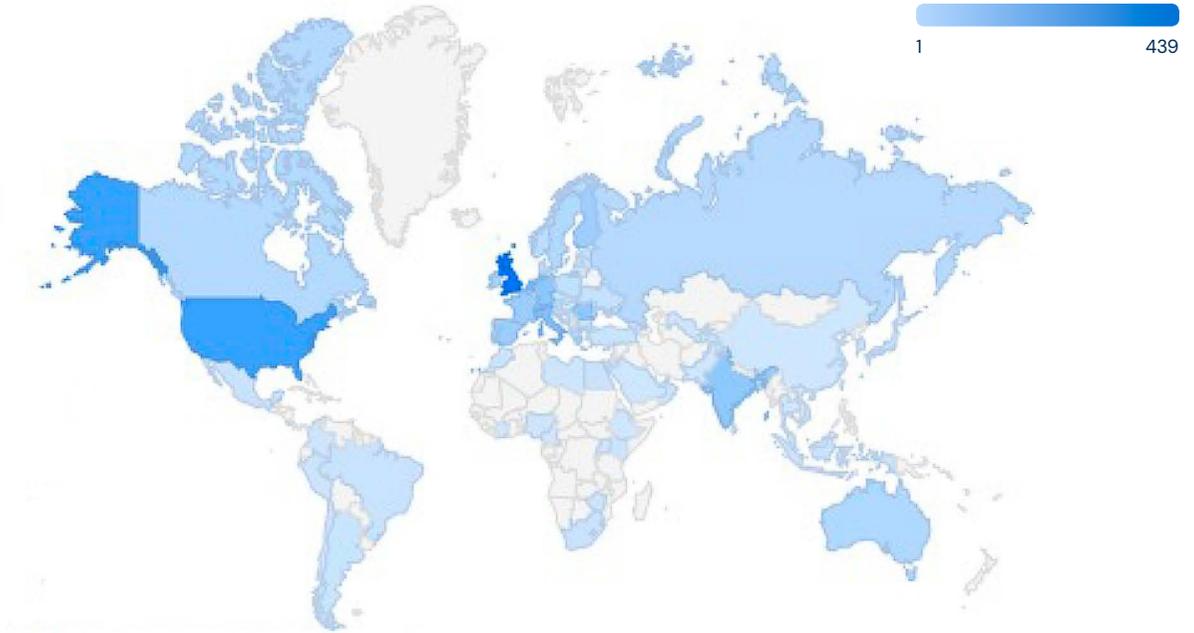
4 obituaries

Traditionally focused on Europe, Cancerworld now works with journalists in every continent to report on efforts to extend affordable access to cancer services to populations across the globe.



Cancerworld, in 2023, reached more than

40.000 readers from more than 20 countries around the world.



ORIGIN OF USERS BY COUNTRY

United States	10.307	China	881	Vietnam	530
United Kingdom	5.134	Australia	799	Belgium	492
India	3.356	Netherlands	713	Romania	483
Italy	1.280	France	706	Türkiye	385
Canada	1.273	Switzerland	639	Philippines	380
Germany	958	Spain	566	Sweden	376
Georgia	912	Ireland	550		

At a geographical level, accesses remain more or less unchanged, even at an annual level some “smaller” countries (like Georgia) appear in the top 10 due to some publications.

Among non-European countries, India becomes even more predominant and Canada, China, and Australia remain stable among the top 10 countries.



New prostate cancer blood test combining PSA with epigenetic test could reduce biopsies

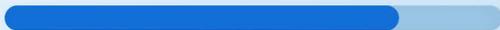
by Janet Fricker

Pageviews: 4.676

Start: 2.537

New users: 2.234

Engagement rate: 79%



Quality care, free of charge, and closer to home: expanding access to cancer services in India

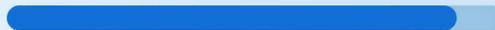
by Swagata Yadavar

Pageviews: 2.854

Start: 1.257

New users: 948

Engagement rate: 89%



AI-generated radiotherapy planning could boost access to high-quality treatment across the globe

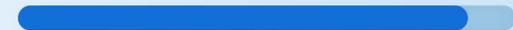
by Swagata Yadavar

Pageviews: 2.690

Start: 1.225

New users: 984

Engagement rate: 89%



Pageviews: the number of times an article has been read

Start: the number of users who entered the site directly on this article | **New users:** the number of new users who have read this article

Engagement rate: the percentage of users whose visits include at least 10 seconds of permanence or a conversion or 2 or more pageviews

MOST REACHED ARTICLES BY CHANNEL

Twitter



Our new journal from India is enriching the cancer publications landscape

by Vanita Noronha

Channel Acq. Session: 237

Acq. Session: 370

Pageviews: 835

Engagement rate: 92%



Facebook



Mariam Kukhalashvili: solving Georgia's cancer problems

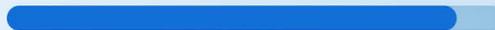
by Anna Wagstaff

Channel Acq. Session: 910

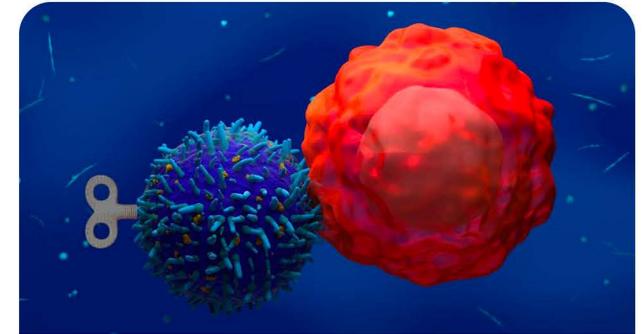
Acq. Session: 1.225

Pageviews: 2.684

Engagement rate: 89%



Newsletter



Transcriptional signature provides clue to CAR T cell longevity

by Janet Fricker

Channel Acq. Session: 282

Acq. Session: 302

Pageviews: 636

Engagement rate: 97%



Channel Acq. Session: number of accesses from the main channel

Acq. Session: total number of accesses | Pageviews: total number of readings | Engagement rate: percentage of scrolling, events and conversion



Adriana Albini

Editor
In-Chief



Anna Wagstaff

Senior Editor
Associate



Janet Fricker

News
Editor



Simon Crompton

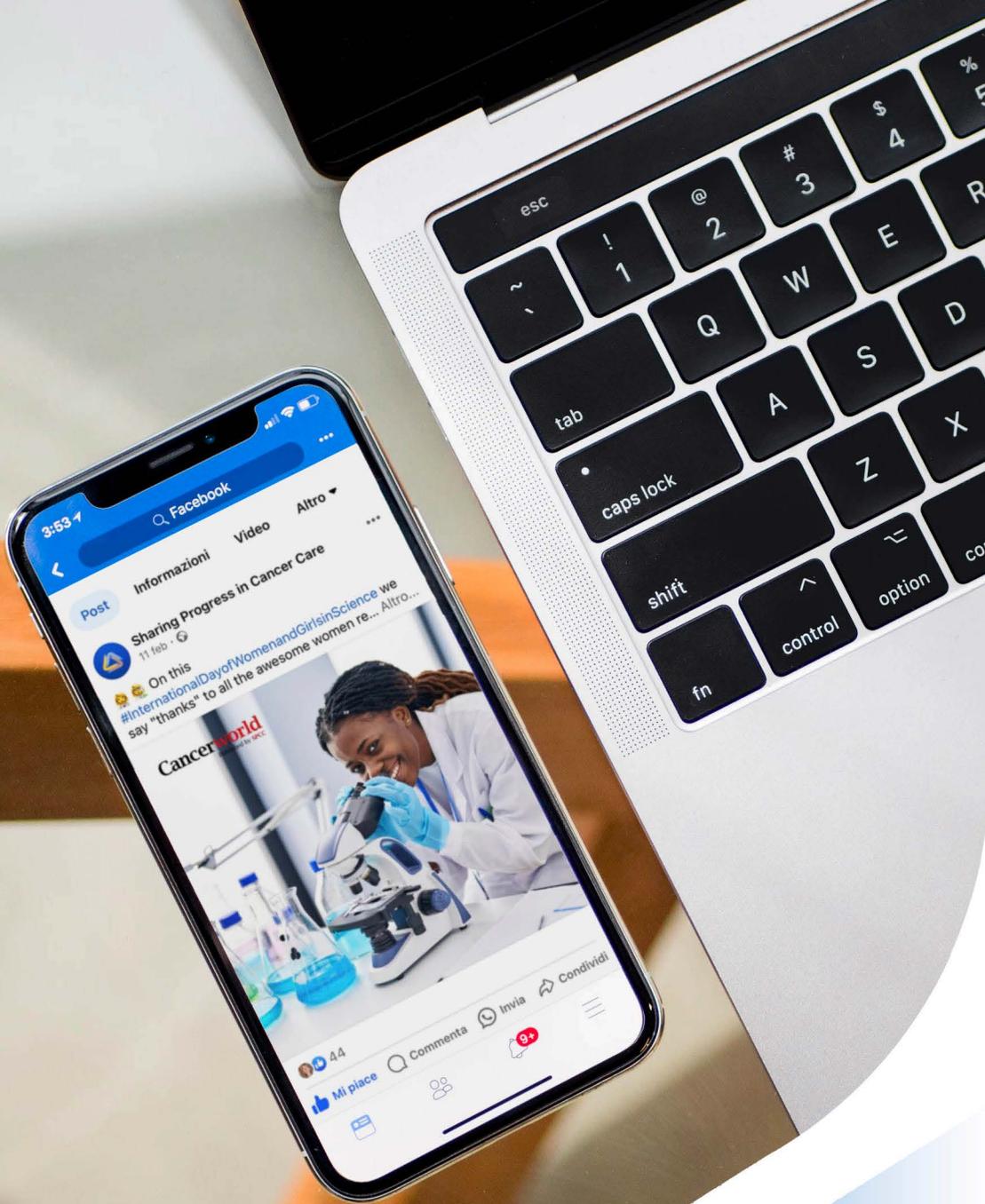
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Panel Coordinator

Core Contributing Writers

Marc Beishon, Rachel Brazil, Alberto Costa, Simon Crompton, Sophie Fessl, Janet Fricker, Anna Wagstaff

International Editorial Panel

Victoria Forster (Canada), Valeria Hartt (Brazil), Marwa Kocak (Turkey), Esther Nakkazi (Uganda), Alexandra Nistoroiu (Romania), Myriam Vidal Valero (Mexico), Agnieszka Witkowicz-Matolicz (Poland), Swagata Yadavar (India)



SOCIAL MEDIA

SPCC's social media platforms play a key role in the communication strategy, enabling us to connect with our community daily.

Our presence across various channels, including **LinkedIn**, **X**, and **Facebook**, has consistently seen growth in both followers and engagement. This has brought our total digital audience to over

4.000 followers
across all platforms.



NEWSLETTER

Content such as articles, news updates, details of upcoming events, and other relevant information is regularly disseminated through SPCC's monthly newsletter and Cancerworld bimonthly newsletter.

WEBSITES

Throughout 2023, we have dedicated efforts towards the development and enhancement of the new SPCC and OncoCorner websites, aiming to further enrich our digital outreach and engagement with our community.

On **OncoCorner**, our e-learning platform, we redesigned the educational library with a fresh user-friendly and attractive interface.



WHO WE ARE



Sharing Progress
in Cancer Care

SPCC Executive Board



Matti S. Aapro

GENOLIER

President

The Executive Board is headed by the President and established for the executive management and operational activity planning throughout the year.



**Pietro
Presti**

**Chief Executive
Officer**



**Daniela
Mengato**

**Chief Operating
Officer**



**Lorenza
Wyder Peters**

**Basic Science
Advisor**



**Aleksandra
Filipovic**

**Scientific Clinical
Advisor**

SPCC Scientific Advisory Board



Chair
Joseph Gligorov
Paris, France



Member
Meteb Al-Foheidi
Jeddah, Saudi Arabia



Member
Anne-Marie Baird
Dublin, Ireland



Member
Andreas Charalambous
Limassol, Cyprus



Member
Giuseppe Curigliano
Milan, Italy



Member
Anil D'Cruz
Mumbai, India



Member
Aleksandra Filipovic
London, UK



Member
Julie Gralow
Alexandria, USA



Member
Dorothy Keefe
Sidney, Australia



Member
Hong Liu
Tianjin, China



Member
Philip Poortmans
Antwerp, Belgium



Member
Isabel T. Rubio
Madrid, Spain



Member
Mitsue Saito
Tokyo, Japan



Member
Dina Tiniakos
Athens, Greece



Member
Eduard Vrdoljak
Split, Croatia



Member
Gustavo Werutsky
Porto Alegre, Brazil

SPCC Head Office

SPCC Head Office is located in **Bellinzona, Switzerland**. The SPCC Chief Operating Officer, together with the SPCC staff, is responsible for managing the organisation and implementation of the day-to-day activities of the Association as agreed by the Executive Board.



**Daniela
Mengato**

Chief Operating
Officer



**Maddalena
Musazzi**

Communication and
Cancerworld Manager



**Annalisa
Musco**

Project
Manager



**Martina
Radice**

Event
Manager



Sharing Progress
in Cancer Care

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www.spcc.net

www.oncocorner.net

www.cancerworld.net